

EAST CAMBRIDGESHIRE DISTRICT COUNCIL
LOCAL DEVELOPMENT FRAMEWORK

SHOP FRONT DESIGN GUIDE
SUPPLEMENTARY PLANNING DOCUMENT

Consultation Statement
25 May 2010

This Consultation Statement has been prepared in accordance with Regulations 16, 17 and 18(4)(b) of the Town and Country Planning (Local Development) (England) Regulations 2004 (as amended).

The following is a list of those consulted in connection with the Shop Front Design Guide Supplementary Planning Document.

1. English Heritage
2. Go-East
3. East of England Regional Assembly
4. CABE
5. Cambridgeshire County Council
6. Parish Council's of East Cambridgeshire
7. Ward Councillors of East Cambridgeshire
8. Ely Traders Association
9. Soham Traders Association
10. East Cambridgeshire Agents and Architects

The consultation period lasted for seven weeks, from 30 November 2009 to 18 January 2010. A total of seven responses were received. A summary of the consultation responses and action taken is listed below.

Respondent	Comments	Action Taken
GO-East Development & Infrastructure Eastbrook Shaftesbury Road Cambridge, CB2 8DF	1. We expect to have little or no direct engagement in the preparation of SPD's. Therefore in light of these new priorities, we have not scrutinised your document"	None – not applicable
East of England Regional Assembly Flempton House Flempton Bury St Edmunds Suffolk, IP28 6EG	1. I can confirm that the Assembly has no comment to make on the above SPD beyond recognising it is in general accord with the aims and objectives of policy DNV6 (The Historic Environment) and policy ENV7 (Quality in the Built Environment) of the East of England Plan (2008)"	None – not applicable
Cllr Phillip Read	1. Agree about the size of logos and shop names as many are completely disproportionate to the frontage". 2. I hope these standards will apply even where there is no conservation area"	None Ensured not all principles were referenced to conservation areas.
CABE 1 Kemble Street London, WC2B 4AN	1. Due to limited resources, we are unable to comment on this document"	None – not applicable
Indigo Planning Ltd (on behalf of Sainsbury's) Swan Court Worple Road London, SW19 4JS	1. It should be clarified that the guidance only relates to traditional unit shops in retail centres and villages". 2. The guidance, as drafted, is too	The introduction states in the first paragraph "many examples of retail centres and villages in which traditional and attractive characteristics survive". Also in the final paragraph "to encourage greater care to be taken in shop front design and promote high quality design standards within retail centres in order to create settings in which retailers can establish and develop successful businesses". Throughout the document where appropriate,

	<p>prescriptive and lacks flexibility”</p>	<p>the word ‘must’ was substituted with ‘should’/ ‘where possible’ or ‘where appropriate’ to increase idea of flexibility. It is believed that without providing clear guidance on what will or won’t be supported in terms of design we will never begin to improve the quality of design in our town and village centres.</p>
<p>Mepal Parish Council C/O Clerk to the Parish Council 50 Chestnut Way Mepal Cambs, CB6 2YR</p>	<ol style="list-style-type: none"> 1. Note bias towards conservation and traditional design” 2. Not wish to see the SPD stifle innovation in design or deter economic growth” 3. Concern about interpretation of SPD in relation to village shops...” <ul style="list-style-type: none"> • “It may be difficult (if not impossible) and inappropriate to fully apply the design principles of the SPD to these buildings” • “The costs of implementing the design guide may be considerable...The benefits of having a shop in a village...need to be balanced against the aesthetic appeal of the building” • “...shutters on village shops are often essential for 	<p>There are several references to modern shop front design and its appropriateness in historic areas. Many of the photographic examples are modern shop fronts and signs that are of a high quality.</p> <p>The SPD promotes the use of innovative and modern designs where appropriate so long as they are of a high standard of design. The SPD is a guide only and should assist in retail units presenting an attractive, enticing frontage in order to help increase custom.</p> <p>The fact a shop is in a village location is not an excuse for poor design. The SPD is a design ‘guide’ and all applications will be assessed on individual merit.</p> <p>Again the need for good design is often more crucial in rural locations as the village shop is the only commercial property in a residential area. This argument must be weighted carefully or else applications such as the takeaway in Bottisham would be more common.</p> <p>Again all applications will be assessed on their own merit. The design guide does</p>

	<p>security...whilst agree...aren't generally desirable aesthetically, they may actually be the only practical solution away from well light high streets...Therefore, we would not support a blanket ban".</p>	<p>explore several alternative options to security shutters and the fact that these can successfully be incorporated into a quality design whilst fulfilling the security needs of the shop.</p>
<p>City of Ely Council</p>	<p>1. Members of the City of Ely Council considered your draft shop front design guide SPD at their Full Council meeting on Monday 7 December and unanimously agreed to support this"</p>	<p>None – not applicable</p>